

Store Hours:  
9.00 to 5.30**Gimbel Brothers**  
32nd ST.—BROADWAY—33rd ST.Lace-Trimmed Voile Blouses at \$2  
and Three Other Specials for This Week Only  
Frill Blouses of soft voile, trimmed with dainty Valenciennes lace, \$2.00  
Slipover Blouses of pin-tucked voile, Venice pattern lace trimmed, \$3.95  
Accordion-pleated Blouses of net; round neck; trimmed with Valenciennes lace, \$3.75  
GIMBELS BLOUSE SALON—Third Floor**Gimbel Brothers**  
32nd ST.—BROADWAY—33rd ST.Store Hours:  
9.00 to 5.30**And Tomorrow Is Baby Day!**

Baby Day—with hosts of dainty wearables and springtime comforts for wee folks "no age at all."  
Baby Day—with the wealth of even-better-than-usual economies that Mother has learned to expect of the Gimbel Baby Shop. Even if you haven't any baby to shop for, come and enjoy the pretty things!

Baby's Dresses, sizes to 2 years, made of nainsook; little yoke models, tucked and trimmed with lace and embroidery, \$1.95 to \$10.50

Christening Sets, such lovely ones! Dress and petticoat to match. Sheer and fine and lovely with lace and embroidery, \$8.45 to \$15.45

Nainsook, Flannel or Flannelette Skirts or Garters, \$5c to \$4.95  
Pillow Covers, with Madeira or French embroidery, \$1.50 to \$4.95

**Other Things That Baby Will Need**

All at Moderate Prices  
Flannel or Flannelette Wrappers, Sacques, Nighties, Shirts, Bands, Bibs, Diapers in Birdseye Cotton, Flannelette or Rubber Pads, Rubber Sheets and Sheeting, Wash Cloths, Towels, Receiving Blankets, Shoes and Moccasins.

GIMBELS BABY SHOP—Second Floor

**The Approved Fashions for Spring****Are Presented in All Their Grace and Smartness**

The Gimbel Salons are in gala readiness, humming with the enthusiasm of those readying themselves for the first peep of Spring

**Coats and Capes**

In which Fashion has planned a mode irresistible for every preference.

Soft, luxurious materials that drape easily, that tailor beautifully.

Enveloping capes, with over-capelets. Short bobbed capes with Directoire sleeves. Sleeveless Wrapcoats. Coats with dropped waistline and a Directoire flare of skirt. Coats simply, smartly tailored.

**Suits**

The youthful, debonaire, Eton that often has its own blouse to make it a costume complete.

And the swing of the pendulum to the suit with the 50-inch-length coat... simply cab estiched... narrowly belted.

And suits unbelted. And trilly tailored suits of manish type. Ripple flare suits and sports-tailored suits.

**Furs—That the beauty and usefulness of furs do not end with Winter everyone now agrees.**  
The new Spring and Summer furs hold delightful surprises. Baum marten... soft, golden brown stone marten, sable... mink, squirrel and mole... these are the fashionable furs. The Spring showing is ready and complete.



Women's Suit of Tricotine

Women's Coat of Bolivia Cloth

Misses' Dress of Taffeta and Net

**Blouses**

That are an inspiration... that are more than half the costume. Fancy, for instance, peanut color net, with a rare bit of lace for a collar.

Raspberry color Georgette embroidered in chenille. Tricolette, tinsel-touched. Draped, tie-around blouses. Short of sleeve... Eton of collar... are cardinal rules for many blouse modes.

**Dresses**

Sheer, delightful, fascinating femininity of style. The frillier, the softer and more feminine... the lovelier.

Tiny frills, broad frills, ruffles, ribbons, tight-fitting, quaint bodices. Short, very short sleeves to show a rounded arm. No collars at all, or the merest, dearest bit of an up-standing band to outline a white throat. To see the showing is to be tempted to own a hundred dresses this Spring.

GIMBELS WOMEN'S AND MISSES' FASHION SALON—Third Floor

**Springtime Negligees**

Light and billowy as clouds of April—colorful and lovely as flowers of May. Designed for you—oh, Easter Bride!

**Mimosa Sari**

is a heart-of-a-rose Japanese kimono, which applies itself in glowing, scarlet and gold and blue—the newest note in embroidered liveliness.

Citer Kironos in habutai and silk crepe, \$30.95 to \$136.00.

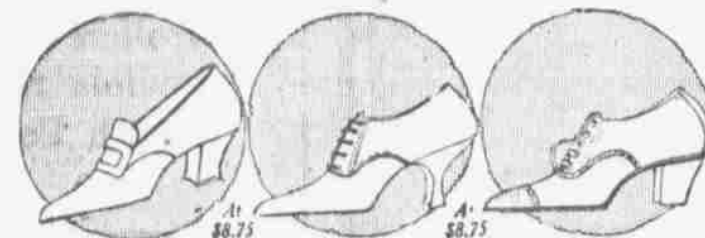
**Melissande**

with its witching ways of luscious jade green georgette sleeve, dull gold girdle and medieval neckline was born to adorn a wistful-eyed Maeterlinck heroine-type of lady.

Other Negligees, crepe de chine, crepe maitre, chiffon, \$11.08 to \$90.00.

Jade—Cherry—American Beauty—Crocus—Pink and the Gamut of Blue

GIMBELS NEGLIGEE SHOP—Second Floor

**Great Sale of Women's Pumps and Oxfords \$8.75**

Because they cannot be reordered these fashionable pumps and oxfords are taken from our regular stock and offered at this surprising figure, which in some cases is one-third and one-half the former price. In many styles and excellent makes.

**Welt and Turn Soles****Oxfords**

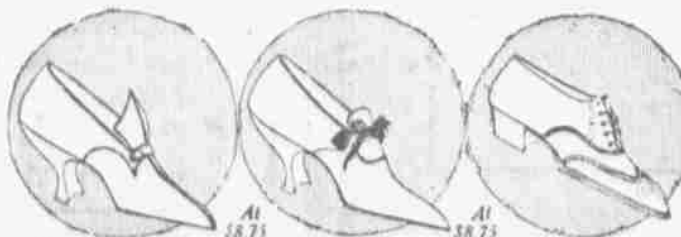
—in chestnut brown, —gun metal, —tan suede.

**Pumps**

—with Louis XV. heels, —in patent colt, —black kid, —mahogany, tan and black suede

Genuine White Buck Walking Oxfords with white leather soles and walking heels.

Complete range of sizes, though not complete in each style.



GIMBELS WOMEN'S SHOE SHOP—Second Floor

**BRUSHES!****This Is The Sale!**

Good Brushes are scarce. Brush Prices are rising. You know it as well as we do. So we leave you to decide the importance of this event, where

Thousands of English—French—American—and Japanese Brushes

**Afford Average Savings of One-Third**

And we don't need to add that it's impossible for us to duplicate either Sale or Savings.

**BATH BRUSHES**

Mostly "Made in America." 1,000 Bath Brushes, all pure white bristles, solid backs, with strap and detachable handle, \$1.00  
1,500 Bath Brushes, with black and white bristles, strap and detachable handle, \$1.00  
Bath Brushes, Black bristle centre, white trim, with strap, \$1.00  
Bath Brushes, All pure white bristles and strap, \$1.00

**HAIR BRUSHES**

Hughes' Perfected Ideal Hair Brushes. These brushes are rubber cushioned and water-proof. They give with the pressure on the head, \$1.25, \$1.49, \$1.75, \$2.50, \$3.00 and \$5.00.

Dr. Scott's Electric Hair Brushes. No. 1, \$1.00; No. 2, \$1.50; No. 3, \$2.00; No. 4, \$2.50; No. 5, \$3.00; No. 6, \$3.50; No. 7, \$4.00; No. 8, \$4.50; No. 9, \$5.00; No. 10, \$5.50; No. 11, \$6.00; No. 12, \$6.50; No. 13, \$7.00; No. 14, \$7.50; No. 15, \$8.00; No. 16, \$8.50; No. 17, \$9.00; No. 18, \$9.50; No. 19, \$10.00; No. 20, \$10.50; No. 21, \$11.00; No. 22, \$11.50; No. 23, \$12.00; No. 24, \$12.50; No. 25, \$13.00; No. 26, \$13.50; No. 27, \$14.00; No. 28, \$14.50; No. 29, \$15.00; No. 30, \$15.50; No. 31, \$16.00; No. 32, \$16.50; No. 33, \$17.00; No. 34, \$17.50; No. 35, \$18.00; No. 36, \$18.50; No. 37, \$19.00; No. 38, \$19.50; No. 39, \$20.00; No. 40, \$20.50; No. 41, \$21.00; No. 42, \$21.50; No. 43, \$22.00; No. 44, \$22.50; No. 45, \$23.00; No. 46, \$23.50; No. 47, \$24.00; No. 48, \$24.50; No. 49, \$25.00; No. 50, \$25.50; No. 51, \$26.00; No. 52, \$26.50; No. 53, \$27.00; No. 54, \$27.50; No. 55, \$28.00; No. 56, \$28.50; No. 57, \$29.00; No. 58, \$29.50; No. 59, \$30.00; No. 60, \$30.50; No. 61, \$31.00; 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